FIG. 1

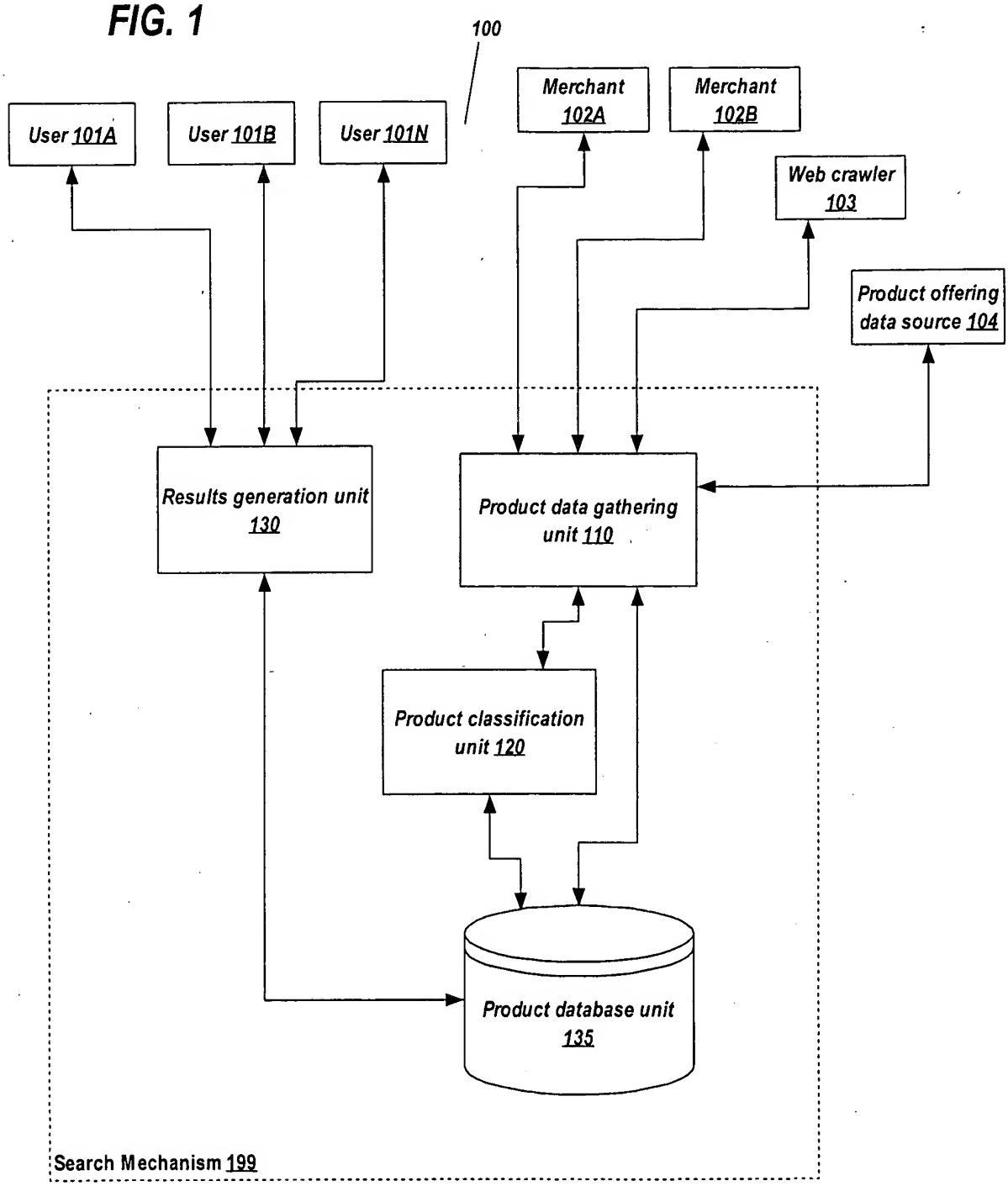

100
User 101A
User 101B
User 101N
Merchant 102A
Merchant 102B
Web crawler 103
Product offering data source 104
Results generation unit 130
Product data gathering unit 110
Product classification unit 120
Product database unit 135
Search Mechanism 199

FIG. 2

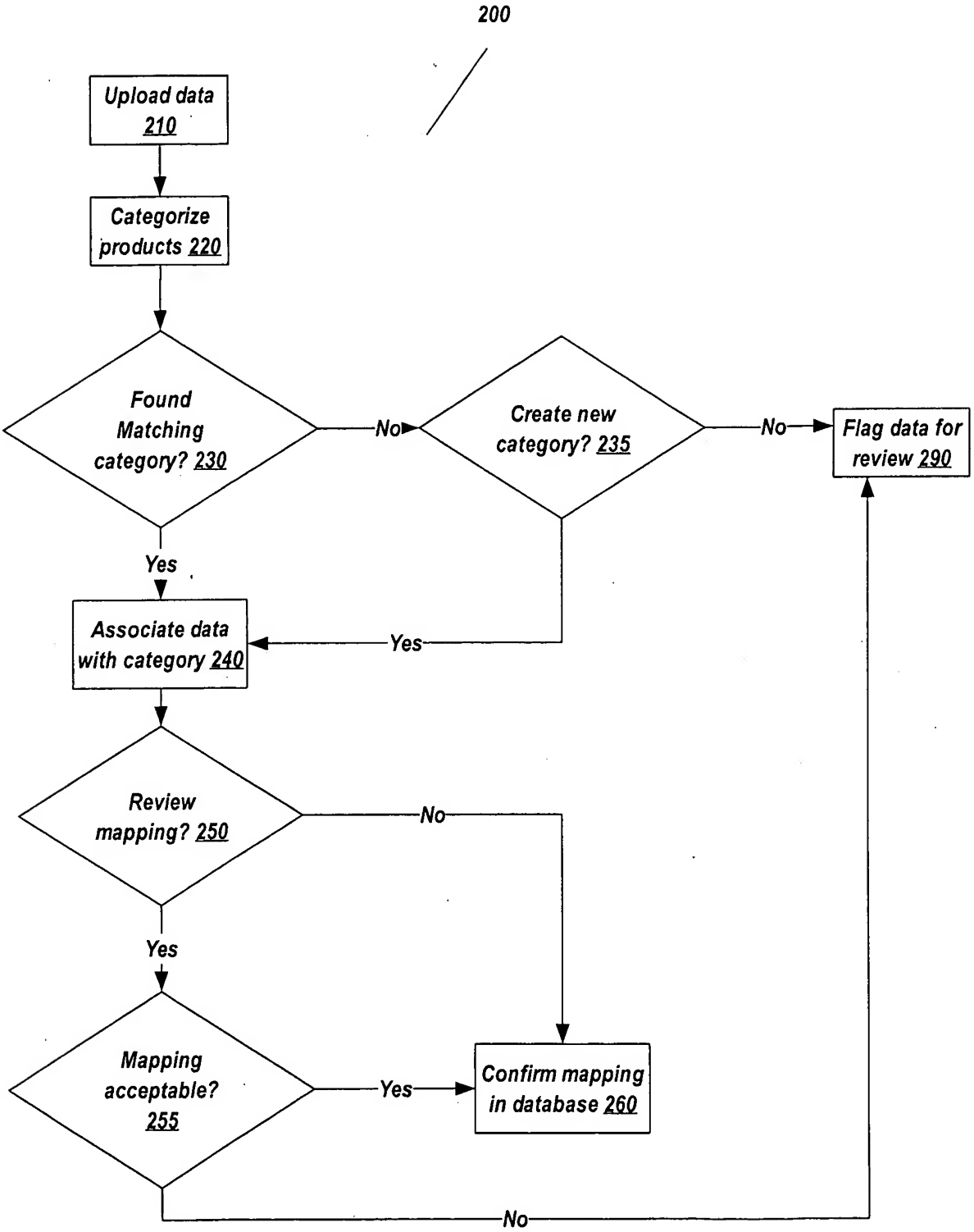

200
Upload data 210
Categorize products 220
Found Matching category? 230
No
Create new category? 235
No
Flag data for review 290
Yes
Yes
Associate data with category 240
Review mapping? 250
No
Yes
Mapping acceptable? 255
Yes
Confirm mapping in database 260
No

FIG. 3

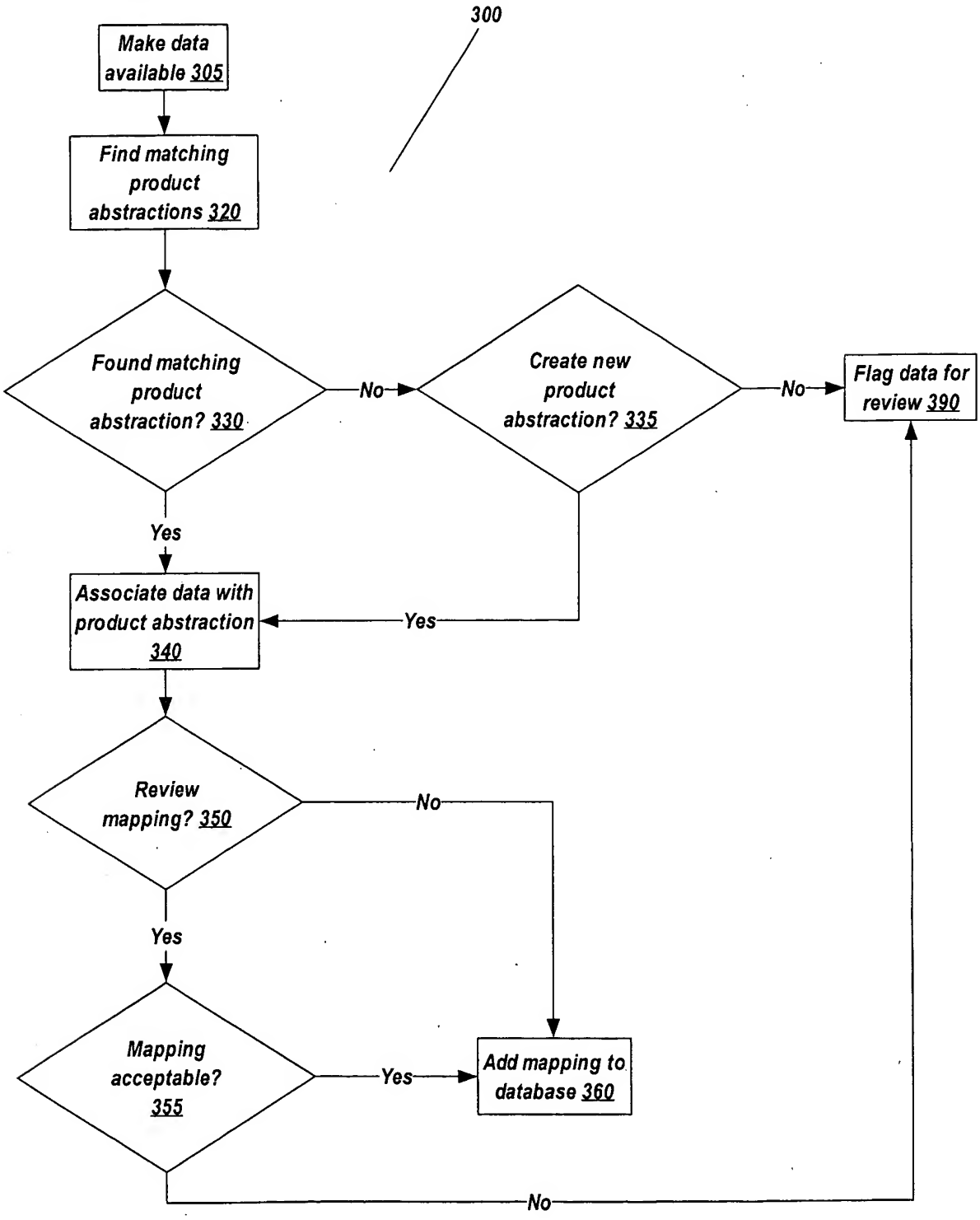

300
Make data available 305
Find matching product abstractions 320
Found matching product abstraction? 330
No
Create new product abstraction? 335
No
Flag data for review 390
Yes
Yes
Associate data with product abstraction 340
Review mapping? 350
No
Yes
Mapping acceptable? 355
Yes
Add mapping to database 360
No

FIG. 4

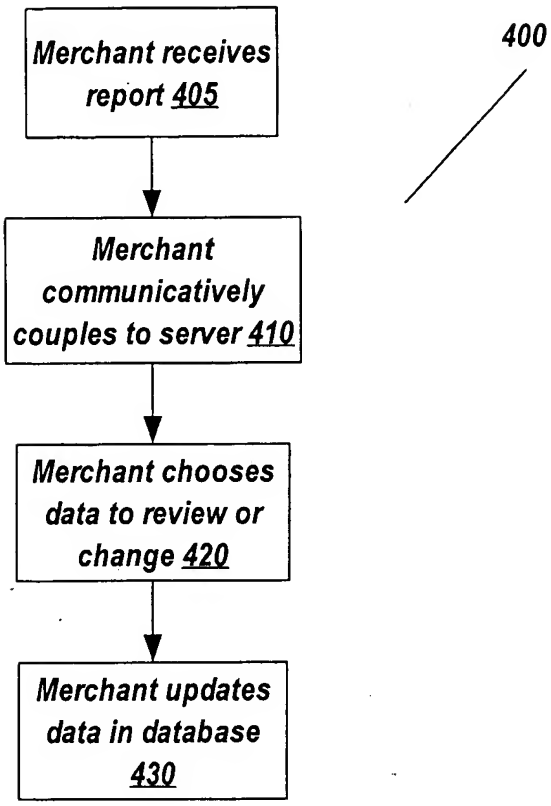
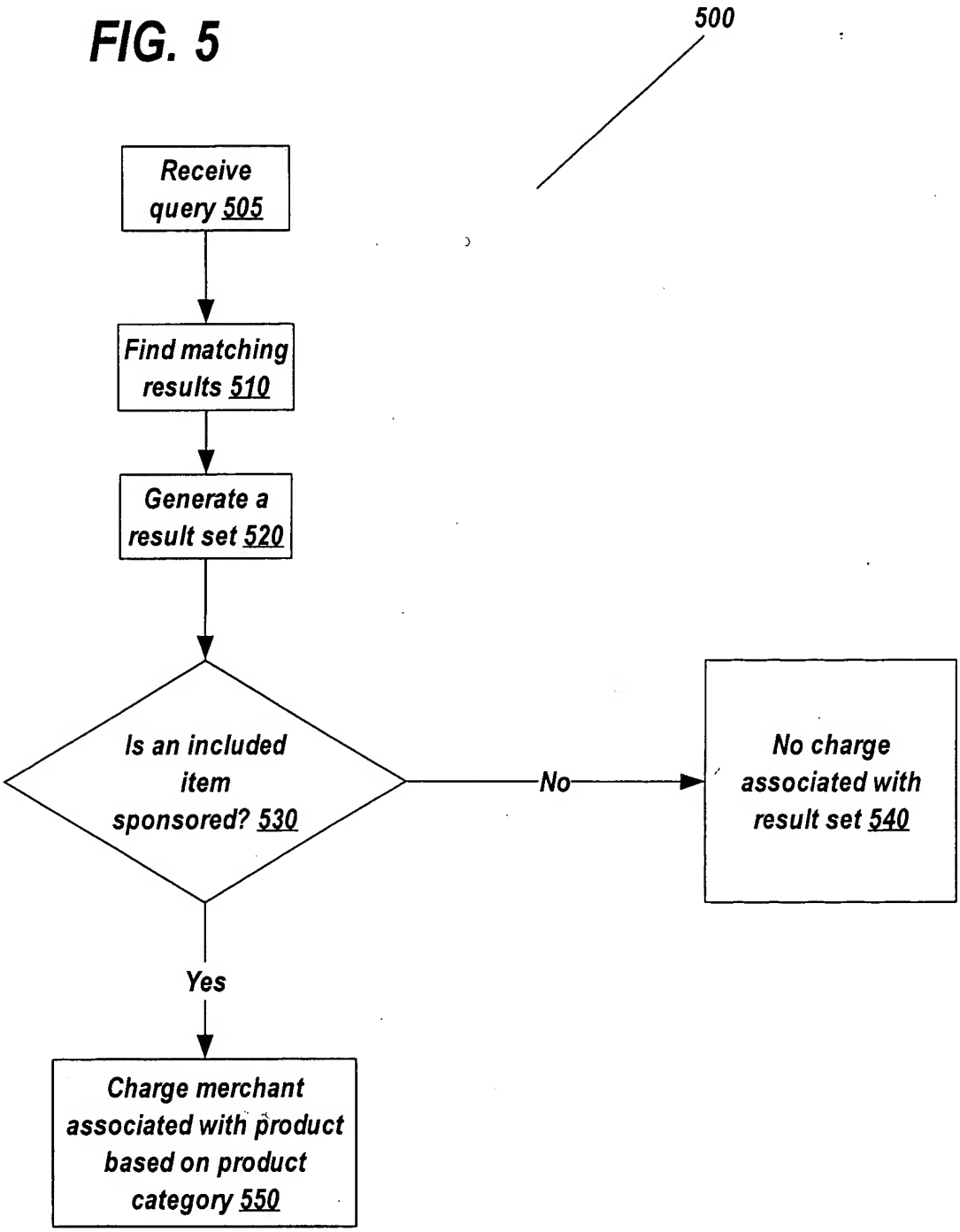

400
Merchant receives report 405
Merchant communicatively couples to server 410
Merchant chooses data to review or change 420
Merchant updates data in database 430

FIG. 5


500
Receive query 505
Find matching results 510
Generate a result set 520
Is an included item sponsored? 530
No
No charge associated with result set 540
Yes
Charge merchant associated with product based on product category 550

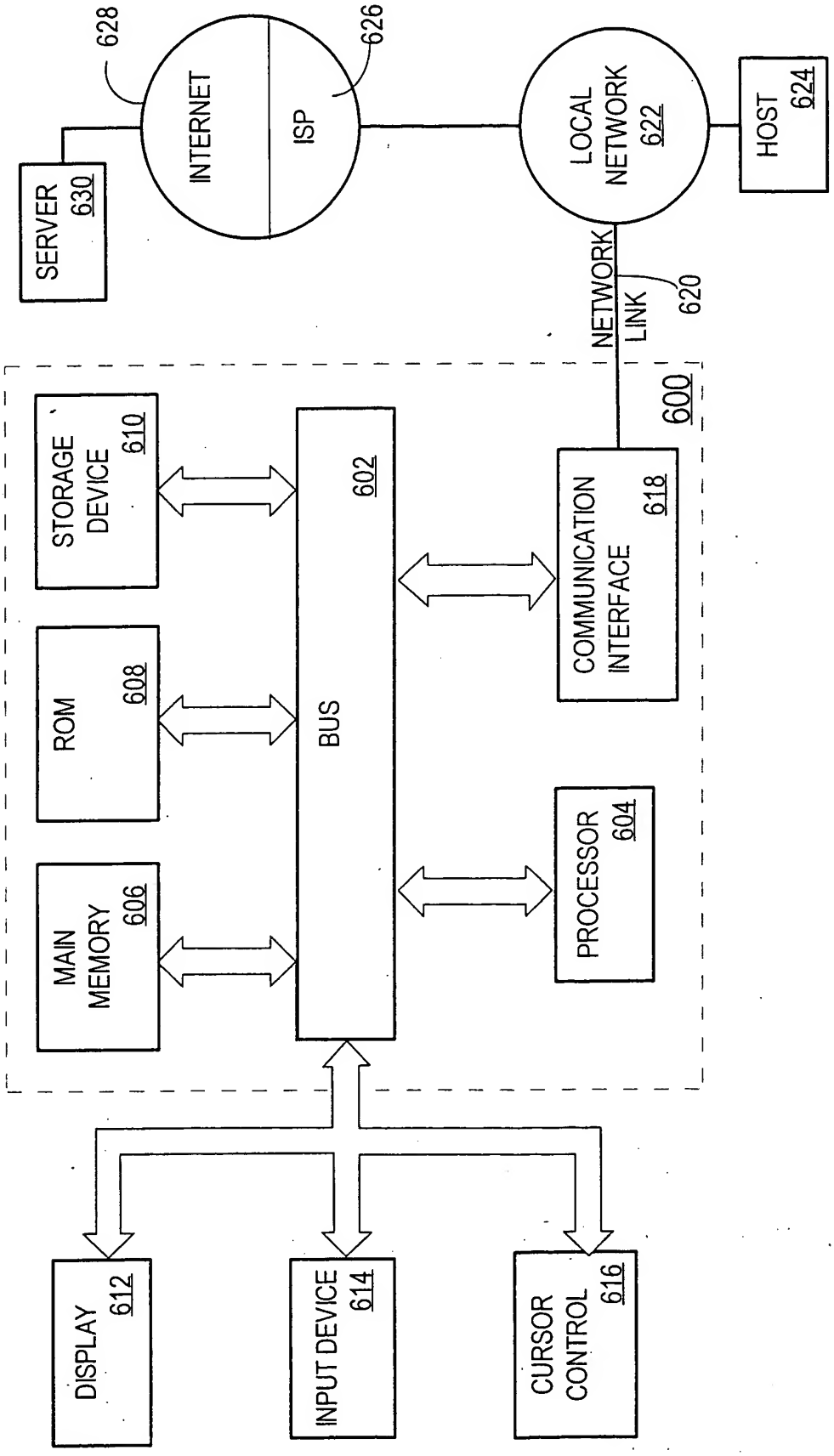

628
INTERNET
ISP
626
SERVER 630
LOCAL NETWORK 622
HOST 624
NETWORK LINK 620
600
STORAGE DEVICE 610
ROM 608
MAIN MEMORY 606
BUS 602
COMMUNICATION INTERFACE 618
PROCESSOR 604
DISPLAY 612
INPUT DEVICE 614
CURSOR CONTROL 616

FIG. 6